PERFORMANCE INDICATOR REFERENCE SHEET for Combating Wildlife Crime Toolkit (version 1.3)	
Reference Information*	**Definition/Guidance**
Name of Indicator	**1.3 Percent of target audience that demonstrates desired behavior**
Name of Result Measured	This indicator is linked to Key Result 1.3 (*Audience demonstrates desired behavior*) in the theory of change for Strategic Approach 1 (*Reduce Consumer Demand Through Behavior Change Methodologies*) in the Combating Wildlife Crime Toolkit.
Is this a USAID PPR Indicator? Y/N	*If Yes, note which years the indicator will be reported in the Performance Plan and Report (PPR) and identify to which program element it links in the Foreign Assistance Standardized Program Structure and Definitions (SPSD).*
Precise Definition	This indicator measures the percent of the targeted audience that demonstrates a desired behavior. It is derived from MEASURE Evaluation 2016.[1] "Target audience" is defined as the population whose behavior, related to the consumption of illegal wildlife and wildlife products, the activity seeks to influence. The target audience needs to be explicitly defined, including the geography in which it occurs and the demographic segment it represents within the general population in the project scope. "Desired behavior" is defined as the particular behavior related to reducing purchases or consumption of illegal wildlife and wildlife products that the activity seeks to promote. "Demonstrates" is defined as the undertaking, by a member of the target audience, of actions that align with the desired behavior promoted by the activity. Project teams should be very clear about the specific audience being targeted, as well as the behaviors that are being promoted. The indicator is calculated as follows: (# of target audience members that demonstrate desired behavior / # of target audience members) x 100

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	Higher = better In order for implementers to be able to assess the efficacy of their messaging and dissemination efforts, it is recommended that implementers use the disaggregated data to measure the percent of target audience members who confirm having received the specific message(s) disseminated through their activity who demonstrate the desired behavior. This recommended additional indicator is calculated as: (# of target audience members who demonstrate the desired behavior / # of target audience members **who received a specific message**) x 100. By tracking both indicators of behavior demonstration, implementers should be able to assess whether the demonstration of desired behavior(s) among target audience members resulted from their direct experience of the disseminated messages or from other factors, including, but not limited to, communication of the message from others who received the specific messages directly (the assumed "interpersonal communications" in the theory of change). Higher = better In addition to percent of target audience, project teams may want to monitor and perhaps set targets for **percent point change** in the demonstration of the desired behavior in the target audience as both indicators can be useful for different project contexts. Percent point change in the demonstration of the desired behavior in the targeted audience is calculated as: % of target audience that demonstrates the desired behavior in current year - % of target audience that demonstrates the desired behavior in the previous year Higher = better

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Unit of Measure	Percent of target audience members that demonstrate desired behavior Percent of target audience members who have received a specific message and demonstrate the desired behavior Percent point change in the demonstration of the desired behavior in the targeted audience
Data Type	Percent, percentage change
Disaggregated by	Whether or not the individual confirmed having received the specific message(s) disseminated by the activity; Reason(s) for their demonstration of desired behavior including their exposure to the different message delivery systems used by the activity; Message delivery system; Sex; Other disaggregates as useful (e.g., economic class, social status, etc.)
Rationale for Indicator (optional for USAID)	This indicator measures the percent of the targeted audience that demonstrates a desired behavior. Measuring the percentage of target audience members who have received a specific message and demonstrate the desired behavior can help isolate the effect of the intervention. The theory of change for Strategic Approach 1 assumes that Key Result 1.3 (1) will be achieved once the target audience expresses the desired attitude and barriers to behavior change are removed and/or enabling factors are put in place; and (2), when achieved, will lead to sales of target illegal wildlife products being reduced. This indicator may also be relevant when the associated result appears in a customized chain.
Data Source	Data sources may include implementing partner surveys, government census data, and/or media estimates of viewership, listenership, and/or readership. For more information, see “Method of Data Collection and Construction.”
Method of Data Collection and Construction	An initial baseline of desired behavior must be established. Behaviors should be assessed through surveys or questionnaires where respondents are asked about their behavior(s) related to consumption of illegal wildlife and wildlife products. Survey instruments should as well be

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	designed to determine which respondents received the specific disseminated messages and through which message delivery systems, what other factors influenced their attitude, etc. It is recommended that survey instruments for indicators 1.1.a (Percent of target audience that receives message) and 1.1.b (Percent of target audience that expresses desired attitudes) be simultaneously designed with the survey instrument for this indicator. Indeed, a single instrument could be designed to collect data for these three indicators. The design of data collection instruments and protocols for data collection and analysis should be informed by robust statistical methodologies and best practices in the field. Available guidance and models should be consulted when available. MEASURE Evaluation 2016 offers guidance relevant to this indicator. For all USAID-funded projects: All data collected should be archived and made available through the Development Data Library (DDL) per ADS Chapter 579, USAID Development Data. Note that this includes “datasets from which indicator values are derived” (ADS Chapter 579) and survey data. Implementers should respect data ownership rights as well as data sensitivity issues.
Reporting Frequency	The frequency of data collection should be dictated by the frequency of messaging. Data should be collected following the dissemination of targeted messages, though it is likely that multiple messages and communications may be necessary for the audience to adopt new behaviors. Implementers should determine timing based on the quantity of messages, allow sufficient time for interpersonal communication to occur (i.e., sharing messages), and consider the expected time for behavioral changes to occur.
Individual(s) Responsible at USAID	*Identify staff member(s) directly responsible for the data, preferably the specific position title or role rather than the employee’s name.*
Baseline Timeframe	An initial baseline of desired behavior must be established.

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Rationale for Targets (optional for USAID)	*Explain the general basis on which targets are set for the indicator.*
Dates of Data Quality Assessments (DQA) and name of reviewer	*Dates of each DQA must be indicated as well as the name of the corresponding USAID staff member responsible for the review.*
Date of Future DQAs (optional for USAID)	*Date of future planned DQAs should be indicated*.
Known Data Limitations	Known Data Limitations (as defined by USAID DQA Guidance): **Validity**: Attitude and behavior change is a long process and several years of program implementation may be necessary to begin to observe actual changes. Furthermore, it can be difficult to measure attitude and behavior change accurately and verify if respondents have indeed changed their attitudes and behaviors. Responses rely solely on individuals' honesty, which can be influenced by response bias if those in the target audience are familiar with the attitudes and behaviors desired by implementers and want to give a favorable answer (adapted from MEASURE Evaluation 2016[1]). It can also be difficult to link program activities to observed or reported attitude and behavior change because of other outside influences. **Reliability**: No known issues **Timeliness**: No known issues **Precision**: Precision may be an issue due to the fact that the measurement will typically sample only a percentage of the target audience, and findings must be extrapolated to the entire target audience. **Integrity**: No known issues

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References	1. MEASURE Evaluation. 2016. Family Planning and Reproductive Health Indicators Database. Cross-cutting Indicators: Behavior Change Communications, “Percent of audience who practice the recommended behavior.” Accessed November 09, 2016. 2. USAID. 2017. *Measuring Efforts to Combat Wildlife Crime: A Toolkit for Improving Action and Accountability. Version 1.3*. USAID Forestry and Biodiversity Office. Available at: https://rmportal.net/biodiversityconservation-gateway/legality-sustainability/wildlife-crime/measuring-efforts-to-combat-wildlife-crime

* All fields are required if this indicator is reported in USAID Performance Plan and Report (PPR), unless the field is marked “optional for USAID.” Non-USAID users should select only PIRS elements that are appropriate to their needs.